

## ORDER



**Orders**  
**Order / Rev:** 65716  
**Alt Order #:** 9841308 /Brad  
**Product Desc:** JOE PITTS 4 CONGRESS  
**Estimate:**  
**Flight Dates:** 10/24/12 - 10/29/12  
**Original Date / Rev:** 10/15/12 / 11/02/12  
**Order Type:** GENERAL

## WHP-TV CBS21

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency**  
**Name:** Murray Perskie & Associates  
**Buying Contact:**  
**Billing Contact:**  
 741 Alexander Road  
 Princeton, NJ 08540

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Pitts/R/Congress  
**Demographic:** A35+  
**Product Codes:** US Congress  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	9	\$4,575.00	\$3,888.75
10/29/12	10/29/12	3	\$1,675.00	\$1,423.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	9	\$4,575.00	\$3,888.75	0.00
November 2012	3	\$1,675.00	\$1,423.75	0.00
<b>Totals</b>	<b>12</b>	<b>\$6,250.00</b>	<b>\$5,312.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WHP-TV CBS21	24%	\$6,250.00
Market	100%	\$26,041.67

## Competitive Share

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	76%	\$19,791.67
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/24/12	10/29/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
N 2	WHP	10/24/12	10/29/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	MTWTF--	:30	2	\$100.00	P-3	0.00	NM	1	\$100.00
<div> <u>Spot</u>   <u>Ch</u>   <u>Date Range</u>   <u>Description</u>   <u>Start/End Time</u>   <u>Weekdays</u>   <u>Length</u>   <u>Rate</u>   <u>Rtg</u>   <u>Type</u>            3   WHP   10/24/12-10/29/12   M-F 3p-4p   3p-4p   M-WThF---   :30   <del>(\$100.00)</del>   0.00   NM            Credited            [Credited Spot]         </div>															
N 3	WHP	10/24/12	10/29/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
N 4	WHP	10/24/12	10/29/12		CM	7p-730p	MTWTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00

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Advertiser: Pitts/R/Congress  
 Product Desc: JOE PITTS 4 CONGRESS  
 Estimate:

**WHP-TV CBS21**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7p-730p											
				M-F 7p-730p											
N 5	WHP	10/24/12	10/29/12	M-F 730p-8p	CM	730p-8p	MTWTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
				M-F 730p-8p											
N 6	WHP	10/24/12	10/29/12	Sun Reg 1	CM	7p-8p	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				Sun 7p-8p											
													Totals	12	\$6,250.00